



Faculty of Cognitive Sciences and Human Development

FACE-TO-FACE COMMUNICATION (FTFC) AND SMARTPHONE-MEDIATED COMMUNICATION (SMC) AMONG EMPLOYEES IN THE PUBLIC SECTOR

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**FACE-TO-FACE COMMUNICATION (FTFC) AND SMARTPHONE-MEDIATED
COMMUNICATION (SMC) AMONG EMPLOYEES IN THE PUBLIC SECTOR**

JAYROME BIN JOHN

This project is submitted in partial fulfilment of the requirements for a
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**KOMUNIKASI BERSEMUKA DAN KOMUNIKASI BERASASKAN TELEFON
PINTAR DALAM KALANGAN PEKERJA DI SEKTOR AWAM**

JAYROME BIN JOHN

Projek ini merupakan salah satu keperluan untuk
Ijazah Sarjana Muda Sains dengan Kepujian
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ABSTRACT

FACE-TO-FACE COMMUNICATION (FTFC) AND SMARTPHONE-MEDIATED COMMUNICATION AMONG EMPLOYEES IN THE PUBLIC SECTOR

Jayrome Bin John

This study aims to identify face-to-face communication (FTFC) and smartphone-mediated communication (SMC) among employees' work efficiency in the public sector. In this research, the researcher studied two mediums of communication which are FTFC and SMC. This is a survey research which involves the use of open-ended questionnaire to collect the data. There are six employees interviewed for this study. This research used purposive sampling as the sampling procedure. Open-ended questionnaire were pilot tested using two informants. The collected data were analyzed by using content analysis and thematic analysis. Result from this research reported that there are two new factors of why face to face communication still remains important and three emerging conditions reported of the use of face to face communication. However for smartphone-mediated communication there were features of SMC and three new potential of SMC which are teamwork, self-satisfaction and self-development as a result from combining the three potential of SMC reported from past research.

Key Words: Face-to-face communication, Smartphone-mediated communication, Group communication

ABSTRAK

KOMUNIKASI BERSEMUKA DAN KOMUNIKASI BERASASKAN TELEFON PINTAR DALAM KALANGAN PEKERJA DI SEKTOR AWAM

Jayrome Bin John

Kajian ini bertujuan untuk mengenalpasti komunikasi bersemuka dan komunikasi berasaskan telefon pintar dalam kalangan pekerja di sektor awam. Dalam kajian ini, pengkaji mengkaji dua media komunikasi iaitu bersemuka dan berasaskan telefon pintar. Kajian ini merupakan kajian kaji selidik yang melibatkan penggunaan borang soal selidik terbuka untuk mengumpul data. Enam orang pekerja telah di temubual untuk kajian ini. Kajian ini menggunakan persampelan bertujuan sebagai kaedah persampelan. Kajian rintis untuk borang soal selidik terbuka telah dijalankan menggunakan dua pemberi maklumat. Data yang digumpul telah dianalisis menggunakan analisis kandungan dan analisis berasaskan tema. Hasil dari kajian ini melaporkan bahawa terdapat dua faktor baru mengapa komunikasi bersemuka masih penting pada masa sekarang dan tiga keadaan baru yang muncul dalam penggunaan komunikasi bersemuka. Tetapi bagi komunikasi berasaskan telefon pintar menunjukkan ciri-ciri komunikasi berasaskan telefon pintar dan tiga potensi komunikasi telefon pintar yang baru iaitu kerjasama, kepuasan diri dan pembangunan diri hasil daripada menggabungkan tiga potensi lama komunikasi berasaskan telefon pintar yang dilaporkan dari kajian lepas.

Kata Kunci: *Komunikasi bersemuka, Komunikasi berasaskan telefon pintar, Komunikasi secara berkumpulan*

CHAPTER ONE

INTRODUCTION

1.0 Introduction

This chapter provides an overview of the aims of this study. In this first chapter, the discussion begins with background of the study, followed by statements of problem and objectives of the study. Objectives of the study include general and specific objectives. Research questions were constructed based on the objectives of the study. Then, the discussion proceeds with the significance and limitations of the study, as well as definitions of terms. At the end of the section is a brief summary that concludes the entire discussion of the chapter one.

1.1 Background of the Study

Throughout the 20th century, communication had evolved drastically as technology continues to innovate. The evolution of communication had open new ways of communication to the employees in the workplace in order to increase their work efficiency and productivity. In such a way, communication is an effective tool for a business to function in today's business environment. An effective communication would improve the performance of the organization moreover in this digital world. Thus, members will have better collaboration among their group and handle their task in a way that helps them to meet organizational goals. Lucky and Emmanuel (2011) found that effective communication among employees in the organization is necessary in order to plan, direct, control, make decision and execute the decisions and goals.

Manager spend most of their time in many forms of communication meanwhile employees realized that communication is important for teamwork as they work in group (Spaho, 2011). This could lead organization to implement the right medium of communication at the right time in order to make communication more conducive to increase work efficiency. Through this research, medium of communication that found in the workplace includes face-to-face communication (FTFC) and the newly emerge communication which is smartphone-mediated communication (SMC). Based on these two medium of communication, this research aims to understand how these communication affect work efficiency among employees who work in a group.

1.2 Problem Statements

Traditionally face-to-face communication is the most common practice of communication that being used by employees. Then, a new form of communication exists with the existence of computer. The terms computer-mediated communication begin to catch the researcher attention and many research has been done to compare computer-mediated communication with face-to-face communication but mostly, the results are the same by which computer-mediated communication was not to replace face-to-face communication. As the technology change, human begin to create product that similar to computer but more mobile such as laptop. Then, the existence of internet and technology had created a more advanced mobile phone which now called smartphone and enhanced a better way of communication. According to (Ictech, 2014), smartphone and computer are much more the same which consist of similar hardware for operating system. Thus, people begin to substitute computer with smartphone to do work due to its mobility, pocket size and faster on/off. In the past decade, smartphone have been integrated with the live of the people for use of internet socializing, professional use and mostly to communicate anywhere and anytime.

Many researchers claim that smartphone have negative impact in the workplace but some begin to realize that it have a positive impact if used correctly. Smartphone-mediated communication itself is relatively new and deserved to be studied and there are limited study conducted on the adoption of smartphone as communication among employees. Past studies tend to compare FTFC with computer-mediated communication using quantitative method, however in this android world computer-mediated communication begin to evolve to communication based on smartphone. At present, there is very little research on this new form of communication based on smartphone within the context of Malaysia on how it affects work efficiency. For the treat of consistency, this study will use smartphone-mediated communication (SMC) as the term for communication based on smartphone. Another issue would be how FTFC is still necessary in this digitized world. Since employees' work efficiency is likely to be affected by communication such as FTFC and CMC, this research aimed to provide assistance to human resource (HR) manager to tackle this issue. Therefore, it is important to study how FTFC and SMC affect work efficiency among employees who work in a group.

1.3 Research Objectives

Two forms of objectives are crafted for this research, the general followed by the specific objectives.

1.3.1 General Objectives

This research aims to study face-to-face communication (FTFC) and smartphone-mediated communication (SMC) among employees' work efficiency.

1.3.2 Specific Objectives

The specific objectives of this study are to:

- 1.3.2.1 Identify how does the circumstances/conditions of using face-to-face communication affect work efficiency among employees group.
- 1.3.2.2 Identify what are the factors of face-to-face communication still remains important to affect work efficiency among employees group.
- 1.3.2.3 Identify how group communication based on smartphone applications/features affect work efficiency among employees group.
- 1.3.2.4 Identify how the potentials of smartphone mediated communication affect work efficiency among employees group.

1.4 Research Questions

Based on the research objectives, the research question is constructed as:

- i. How do the circumstances/conditions of using face-to-face communication affect work efficiency among employees group?
- ii. What are the factors of face-to-face communication still remains important to affect work efficiency among employees group?
- iii. How online group communication based on smartphone application/features affect work efficiency among employees group?
- iv. How the potentials of smartphone mediated communication affect work efficiency among employees group?

1.5 Significance of the Study

The findings of this study will allow the human resource manager to be able to determine whether medium of communication such as face-to-face or smartphone-mediated communication can lead to work efficiency among employees that are working among their group. Besides that, this study provides related knowledge and practice regarding different medium of communication such as face-to-face communication and smartphone mediated communication to individuals. Individuals will be part of learning society. Furthermore, the embedded learning that occurs through the work activities will contribute to learning organization. Thus, through this study the organization can improve their productivity and enhance their employees' work efficiency. Finally, it can also help organizations to solve the problems that may occur as a result of implementing unsuitable medium of communication such as poor work efficiency and failed to collaborate well.

1.6 Limitations of the Study

There are several limitations that constrain the application of this study's findings. Firstly, this study will focus on the public sector, but only one or two informants represented each job area from the public sector. Secondly, all of the informants from this study come from Mukah, Sarawak background and working in Sabah and Sarawak. Therefore, the results may not be applicable directly to all states in Malaysia especially in Semenanjung Malaysia. The findings of this study might be influenced by employees' perception due to their practices in the workplace and other factors because this study focus more on group communication instead of one on one communication. Thirdly, this study was limited to only certain dimension of employees' outcome which is cover only work efficiency of the employees in the workplace. It is important that other dimensions of employees' outcome such as quality of work, satisfaction among members of the group, cohesiveness and so on should be included to be study.

1.7 Definitions of Terms

The terms that are relevant to this study are define first conceptually and followed by the operational definition.

1.7.1 Communication

Hoben, Varley and Cox (as cited in Guney, Diker, Guney, Ayranci & Solmaz, 2012) define *“communication as a whole concept of consisting of speech and verbal symbols which constitute an exchange process”*. In this study, communication is consider as an important element of employees’ work efficiency. It is defined as the effectiveness communication between top manager and employees, and between employees and employees themselves.

1.7.2 Face-to-face communication (FTFC)

Face-to-face communication accommodate high-speed mutual feedback, allowing messages to be reinterpreted, clarified and adjusted immediately and ranked as the richest medium of communication (Baninajarian, Abdullah & Bolong, 2011). In this study, face-to-face communication is essentially the ways how members in the company communicate. It is an essential medium that affect the work efficiency of the company and its member and still remains important in the digitizing world.

1.7.3 Smartphone-mediated communication (SMC)

Ubeda, Gieure, de-la-Cruz and Sastre (2013) consider smartphone-mediated communication as the appearance of new social media which is internet-based and initiated a new type of communication among firms. In this study, smartphone-mediated communication is defined as a newer technological development which not only grants voice-based communication but also reinforces co-operation through the exchange of text, images, videos, emoticons, recorded voices, screenshots and files.

1.8 Summary

This chapter has provided an overview about this research. It has discussed the background of the study, statements of problem, research objectives which are general and specific, research questions, as well as significance and limitations of the study, and definitions of terms. The following chapter two would be discussing on the relevant literature that describe the aims of this study. The review of the literature reflects the objectives of this research and also research questions.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter reviews some relevant literature regarding communication, face-to-face communication and smartphone-mediated communication. The concepts gained from the literature review in this chapter are used in developing the research objectives as well as the research questions. This chapter is presented in five (5) sections. The first section discusses on face-to-face communication including the Media Richness Theory (MRT) by Daft and Lengel. The second section discuss on smartphone-mediated communication itself. The third section discuss on communication including communication model. The second last section discuss on relationship between communication and work efficiency and the last chapter discuss on smartphone and work efficiency and finally followed by a summary.